

Sales Agent Job Description

Duties and Responsibilities:

- Utilize business directories and leads from current clients to identify potential customers
- Stay in contact with new and current clients in order to promote new products as well as establish customer base
- Assist customers in selecting products that meet their specifications and also capable of satisfying their needs
- Provide product feature description to aid customers in making proper choices
- Conduct product price negotiation as well as set terms of sale and service agreement
- Provide periodic reports on sales activities to keep management abreast on sales progress
- Carry out market surveys to obtain information on new products, pricing, and competition level
- Listen to customer complaints to recommend solutions/advice useful in resolving product/service issue
- Recommend product or service modification to management based on statistics and professional opinion
- Utilize price lists and other product information in preparing sales documents and orders for processing
- Ensure content of sales presentations are suitable for specific sales outlets
- Carry out analysis or volume of product dealers to determine approach for improved sales
- Participate in seminars and workshops where sales, innovations, and development are discussed
- Review sales publications to establish or improve professionalism
- Design and implement follow up strategies to ensure satisfaction.

Sales Agent Requirements – Skills, Knowledge, and Abilities

- Education and Training: Sales agents basically require a high school diploma to qualify for non-technical roles. On the other hand, technical positions that involve sales of pharmaceutical or industrial equipment usually require a Bachelor's degree in a related science or engineering field. As proof of expertise, sales agents can obtain professional certifications from Manufacturers Representatives Educational Research Foundation. And as part of company policies, they are given formal training to help groom them in job responsibilities
- Interpersonal Skills: Sales agents are capable of establishing good rapport with clients of varying characteristics
- Stamina: The sales agent job is a physically challenging job that may require one to exercise a level of stamina
- Communication Skills: Sales agents are able to listen and interact with clients to identify their needs as well as resolve issues.